FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00036445 **Type of Permit:** FILMING **Release Date:** 02/04/2011

Production Company COMPANY FILMS INC

Insured Company Name COMPANY FILMS INC
Contact Phone No. 1 310-277-7001
Contact Phone No. 2
Fax
Address 1551 S ROBERTSON BLVD.
LOS ANGELES, California 90035

Production Title COORS LIGHT

Type of Production Commercial - Standard

Producer Bernard Rahill

Director Fred Goss

1st AD Brian Stephens

Production Manager Mike Garcia

FilmL.A. Coordinator Adrian Fayad

Location Manager Eric Jackson
Primary Phone Mobile - 310-990-6104
Secondary Phone Office - 310-227-7001

Location Assistant None None
Primary Phone Office - 310-227-7001
Secondary Phone

Fees

Posting 1200	$276.00
Posting 1800	$414.00
Notification Charge	$310.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY LANE AND STREET CLOSURE FEE	$312.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00
LA CITY DEPT OF REC AND PARKS CREW PARKING 16 VEHICLES AND UP	$300.00

Total Permit Fee $2,322.00

Number of Locations 2

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Summary Information — Location

Permit Number F00036445
Production Company COMPANY FILMS INC
Insured Company COMPANY FILMS INC
Production Title COORS LIGHT

Location Manager Eric Jackson
Primary Phone Mobile - 310-990-6104
Secondary Phone Office - 310-227-7001

Location Address 2970 W Olympic Blvd, Los Angeles, CA, 90006

Location Type Construction site

Prep Dates 2/4/2011 - 2/4/2011 10:00 - 22:00

Film Dates 2/6/2011 - 2/6/2011 06:00 - 22:00

Open or Closed to the Public Closed

Generic Conditions
All travel lanes and bike lanes shall be closed per the WATCH manual.
Community Survey Obtained
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.
Uniformed officers shall have a copy of the film permit in their possession and are required to confirm that all traffic control signage devices are in place.

Please see attached document 36445_OLYMPIC_SS.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	2
Cast/Crew vehicles	70
Cube Trucks	3
Generator	1
Motor Homes	1
Portable restrooms	4
Semi Trucks	2
Stakebed Trucks	2
Vans	4

Personnel on Location

Type	Quantity
Cast	30
Crew	45
Off-Duty/Retired LAPD Officer(s)	1
Spot Check	1

Filming Activities Exterior Dialogue; Spark Effects; Forklift and Bulldozer;

Special Effects: F/X Permit # 15471

Type	No. Times Per Day	No. Takes Per Take
Sparks	15 - 20	15 - 20

Description of F/X Scene: Spark Machine and Heat machine

Jurisdiction **Political:** Los Angeles City - Council District 04 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 633 **Grid:** J4

Approvals

LOS ANGELES POLICE DEPARTMENT	Mark Buck
FILML.A. CLOSURES	Joshua Mingo
LOS ANGELES CITY DEPARTMENT OF PUBLIC WORKS	Janice Takimoto

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Summary Information — Location

Permit Number F00036445
Production Company COMPANY FILMS INC
Insured Company COMPANY FILMS INC
Production Title COORS LIGHT

Location Manager Eric Jackson
Primary Phone Mobile - 310-990-6104
Secondary Phone Office - 310-227-7001

Coordinator Note SPOT CHECK PER INS. PARKER

Parking
Base Camp
Location Type : Location

Crew Parking
Location Type : Private Parking Lot

Posting "No Parking" signs E/S Normandie from 11th St. to Olympic Blvd.
N/S 11th from Normandie to Mariposa
6AM-10PM

Approximate Footage 901 - 1200 **Log Number** 10904

Date(s) 2/6/2011 to 2/6/2011 **Time(s)** 06:00 to 22:00

Lane / Full Closure Lane Closure on the S/S of Olympic from Normandie to Mariposa
Approximate Footage 0 - 300

Date(s) 2/6/2011 to 2/6/2011 **Time(s)** 06:00 to 22:00

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Summary Information — Location

Location 2 of 2

Permit Number F00036445
Production Company COMPANY FILMS INC
Insured Company COMPANY FILMS INC
Production Title COORS LIGHT

Location Manager Eric Jackson
Primary Phone Mobile - 310-990-6104
Secondary Phone Office - 310-227-7001

Location Address 7407 Beverly Blvd, Los Angeles, CA, 90036

Location Type Retail Business

Film Dates 2/7/2011 - 2/7/2011 06:00 - 22:00

Open or Closed to the Public Closed

Generic Conditions
Community Survey Obtained
Must comply with attached Rec & Park Conditions
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Please see attached documents
Pan Pacific Restrictions.pdf
COMPANY FILMS ERIC.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	2
Cast/Crew vehicles	70
Cube Trucks	3
Generator	1
Motor Homes	1
Portable restrooms	4
Stakebed Trucks	2
Vans	4

Personnel on Location

Type	Quantity
Cast	30
Crew	45
Spot Check	1

Filming Activities Atmospheric Smoke Effects; Interior Dialogue;

Jurisdiction **Political:** Los Angeles City - Council District 05 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 633 **Grid:** C1

Approvals
LOS ANGELES POLICE DEPARTMENT — Mark Buck
LOS ANGELES CITY DEPARTMENT OF REC & PARKS - FILM OFFICE — ReyRonald Pineda

Coordinator Note NO BASE CAMP ALLOWED AT PAN PACIFIC PARK.

Parking

Base Camp
Location Type : Private Parking Lot

Crew Parking
Location Type : LA City Park
Street : Crew parking only. Pan Pacific Park. 0700-2200 hours.

Posting "No Parking" signs
N/S Beverly Blvd, Vista St - Fuller Ave
E/S Vista St, Beverly Blvd - North 300'
W/S Martel Ave, Beverly Blvd - north 600'
6AM - 10PM

Approximate Footage 1501 - 1800 **Log Number** 10902

Date(s) 2/7/2011 to 2/7/2011 **Time(s)** 06:00 to 22:00

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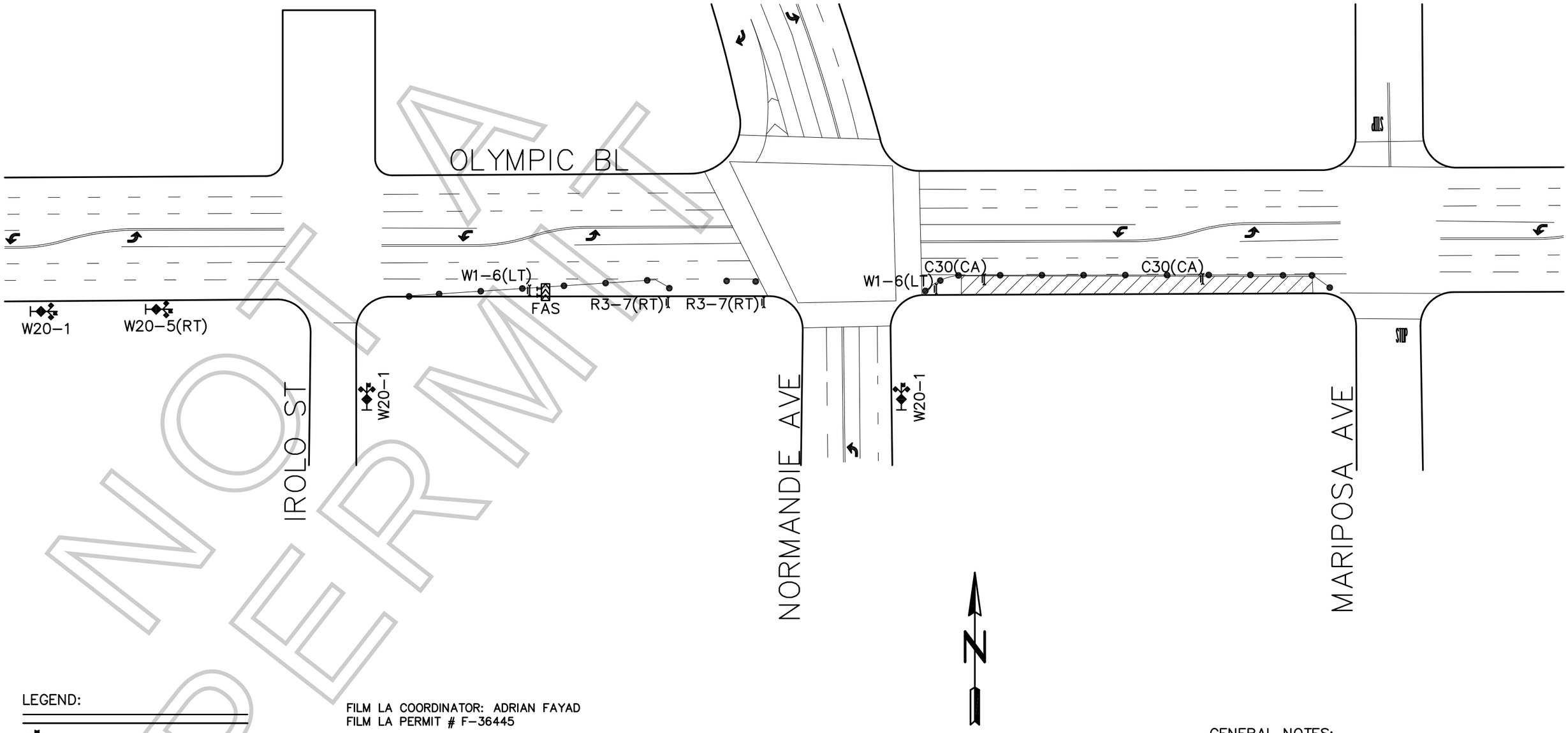
Permit #F00036445



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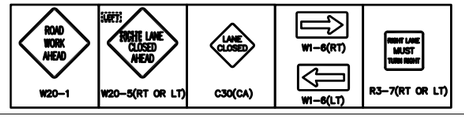
LEGEND:

- ADVANCE WARNING SIGN
- SIGN ON TYPE I BARRICADE
- TRAFFIC CONE 28" (REFLECTIVE)
- FLASHING ARROW SIGN (FAS)
- CLOSURE/WORK AREA



FILM LA COORDINATOR: ADRIAN FAYAD
FILM LA PERMIT # F-36445

CLOSURE INFO:

S/S CURB LANE OLYMPIC BL
NORMANDIE AVE – MARIPOSA AVE
2/06, 0600-2200

COMPANY FILMS, INC.
"COORS LIGHT"
LOCATIONS CONTACT:
CHRIS AGNEW 323.260.4777(4PPS)

TCP DRAWN BY:
JOHNPAUL LAKE
PACIFIC TRAFFIC CONTROL, INC.
323.981.0600 PH.
LIC # 944488

GENERAL NOTES:

1. ALL SIGNING, STRIPING, AND TRAFFIC CONTROL DEVICES SHALL CONFORM TO THE CURRENT STATE OF CALIFORNIA DEPARTMENT OF TRANSPORTATION (CALTRANS) STANDARD PLANS AND STANDARD SPECIFICATIONS, CALIFORNIA M.U.T.C.D., AND ANY ADDENDUMS THERTO, AND AS SHOWN ON THESE PLANS.
2. THERE SHALL BE NO INTERFERENCE WITH TRAFFIC SIGNALS OR CROSSWALKS.
3. CONES SHALL BE 28" MINIMUM HEIGHT AND SHALL HAVE REFLECTORIZED SLEEVES FOR NIGHT WORK.
4. POLICE SHALL DIRECT TRAFFIC AS NECESSARY.

Permit #F00036445

PARK FILM OFFICE
City of Los Angeles, Department of Recreation and Parks
4730 Crystal Springs Drive, (Mail Stop 664)
Los Angeles, California 90027
Telephone: (323) 644-6220 Fax: (213) 847-6056

Film Production Guidelines

Welcome to the City of Los Angeles, Department of Recreation and Parks (Department). In our partnership to protect the environmental integrity of our parks the Park Film Office is providing guidelines to ensure a safe and successful film shoot. Please review and provide copies of these guidelines to the appropriate responsible persons. Thank you for the continuous use of our parkland.

PAN PACIFIC PARK

- All vehicles must be out of parking lot no later than 10pm.
- Must not interfere with regular park patron activities in the park or on the ball fields or picnic areas.
- **OK to park 60 crew cars only at Pan Pacific Parking lot.**
- **NOT allowed to park production vehicles at Pan Pacific.**
- **OK to park on the north east side of the parking lot.**
- **OK to have catering truck for breakfast only at the parking lot.**
- **NOT allowed to have motor home at the parking lot.**
- **Must maintain access to the dumpsters.**
- **Must not close off the parking lot, must allow cars to be able to drive thru at all times.**
- **NOT ALLOWED TO CLOSE of entrance/exit of parking lot.**
- **NOT ALLOWED TO CLOSE OFF ANY ACCESS ROADS. DOING SO WILL RESULT IN DEALING WITH THE STAFF OF PAN PACIFIC PARK.**
- **NOT allowed to close off the parking lot to Pan Pacific.**
- **NOT allowed to cone off any area of the parking lot.**
- **OK to park crew vehicles at the parking lot until 10:00PM.**
- **PLEASE MARK CARS WITH CREW PARKING SIGNS.**
- Vehicles and/or heavy equipment are not allowed on turf areas unless prior approval is given by the Park Film Office.
- Production companies must provide their own restroom and trash receptacles. The City dumpsters and trash cans cannot be used so all self-generated trash has to be removed and disposed of off-site.
- Film permits do not provide exclusive use of a park or recreation area.
- Service roads, parking lot driveway access, handicap or electric vehicle designated parking stalls may not be blocked or restricted. Emergency

NOT A PERMIT

vehicle access lanes must be maintained in parking lots and park streets at all times.

- A 20 Foot unobstructed lane must be maintained between parked vehicles/trailers in all parking lots and Recreation and Parks roadways for emergency vehicle access.
- Due to underground plastic irrigation lines and trees having shallow root systems, staking or drilling into turf, rocks, trees or asphalted areas is not permissible unless prior approval is given by the Park Film Office. This approval will be noted in the permitted guidelines.
- Locked park gates can only be accessed by a Park Film Office Monitor. Security of open gates must be provided by the permitted company. Any equipment that is permitted to stay overnight must be guarded by the permitted company's security group.
- Alterations to natural or manmade surroundings or content of the park are not permissible unless documented in these specific guidelines. The permit holder is financially responsible for all remediation should there be any damage or unauthorized alteration to Department property. The remediation and cost of will be determined by the Park Film Office.
- A Park Film Office Monitor(s) may be assigned to the permitted location. Their job is to ensure guidelines are followed, liaison between park patrons, other City employees and a communication link between Permitee and the Park Film Office for any additional needs or authorizations. When the Park Film Office is closed the Park Film Monitor has the authority and responsibility to modify these guidelines within the parameters given to them by their supervisor. The Park Film Monitor has access 24/7 to contact their supervisors if needed. The Permitee will be required to adhere to the instructions, restrictions and requests given by the Park Film Monitor.
- Smoking is prohibited on all Department properties. An exception has been made for permitted film production companies to smoke in areas that are designated by the Fire Safety Officer or Park Film Monitor. If a Fire Safety Officer or Park Film Monitor is not assigned to the Permitee there will be no smoking with the exception of an actor smoking while performing or as part of the scene.
- A designated smoking area may not be near any patron activity or facility. Large buckets of sand or water must be placed in this area for disposal of tobacco or tobacco related products. The designated smoking area may be revoked or not allowed depending on weather and location conditions. Failure to comply with the smoking restrictions may result in a fine.

F-36445
COMPANY FILMS INC – COORS LIGHT
(PAN PACIFIC – PARKING LOT)

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Appointment of Pacific Production Services
As Authorized Agent and Representative

I certify that I am a representative of Company. INC. ("Principal") and am authorized to enter into binding contractual agreements on its behalf. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion. picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Pacific Production Services and it employees and agents ("PPS") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion. picture filming) and still photographic permits on behalf of Principal through FilmLA, Inc. for any city, county or through any other jurisdictions where FilmLA, Inc. operates, to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to any such permit); and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by any employee or agent of (including any coordinator, runner or messenger used by) PPS. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints PPS as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including FilmLA, Inc. and any city, county or other jurisdictions where FilmLA, Inc. operates) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for your purposes. The appointment may be revoked by Principal at any time in writing delivered to FilmLA, Inc., but in any case shall expire one (1) year from the date of execution set forth below:

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint PPS as agent for Principal, and based upon that authority I hereby appoint PPS as Principal's agent as set forth herein.

Date: 2/3/11

Representative's Signature

Eric Jackson

Representative's Name (Please Print)

Location Manager

Representative's Title (Please Print)

Company INC.

Name of Principal (i.e. company name)
(Please Print)

3303 Pico Blvd.
Santa Monica, CA
90405

Principal's Mailing Address (Please Print)

310-990-6104

Principal's Phone Number (Please Print)

Pacific Production Services
Eric Nichols, President
6513 Hollywood Blvd, Suite 214
Hollywood, CA. 90028
Ph. 323-465-9179 Fx. 323-465-9869

EXHIBIT ONE